

Description of

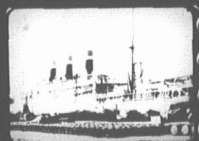
"THE STORY OF TIDE WATER OIL"

This motion picture deals with the production, refining and marketing of crude petroleum and its by-products.

It starts with a graphical explanation of the formation of oil during the early periods of the earth's history, and continues through the drilling of an oil well, and the laying of pipe line transportation systems. Then follows a graphical description of crude oil refining, continuing with the secondary processing of the various petroleum products, and the Laboratory testing of oils and gasolines. Then is shown the manner in which oil and gasoline cans and wooden cases used in shipping oil and gasoline are manufactured, and also barrels for shipment of various products of the Refinery. Then follows a view of the waterfront of the Refinery, showing Tide Water lighterage and export facilities. Next follows a detailed explanation of the method of distributing Tide Water products to storage stations, with a description of the method in which the goods are marketed by the garages and advertised by the Company. Then follows some pictures taken in France dealing with shipment of a cargo of Veedol. Following this is a specially prepared cartoon, starting with the interior of a grotesque engine room, showing the engineer in great difficulty, due to faulty lubrication. A Tide Water salesman then appears on the scene and after diagnosing the trouble orders by wireless 5 barrels of Lubricant. There next appears a sky silhouette with the letters of the wireless message flying through the air. These letters later assemble in the Shipping Department, a train is automatically loaded, and is dispatched to the engine room. Upon arrival, a sample of the oil is poured into the refractory engine and all of the engineer's troubles cease immediately.

m 2709

Sep. 6, 1934



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